AUCTION DATES

American Motors

May 5 — D-A Auto Auction, New Stanton, Pa.

May 6 — Minneapolis Auto Auction, Plymouth, Minn.

May 7 — Corry Auto Auction, Corry, Pa., and Evansville Auto Auction, Evansville, Ind.

May 8 — St. Louis Auto Auction, Bridgeton, Mo.

Chrysler Corp.

May 5 — Florida Auto Auction of Orlando, Ocoee, Fla.; Aptco Auto Auction, Taylor, Mich.; NuCarPrep System, Santa Fe Springs, Calif.; Hatfield Auto Auction, Hatfield, Pa.; and Dallas Auto Auction (special program), Grand Prairie, Texas.

May 6 — A.D.E. of Alabama, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, Ohio; South Seattle Auto Auction, Kent, Wash.; and Southern Auto Auction, Warehouse Point, Conn.

May 7 — Fredericksburg Auto Auction, Fredericksburg, Va.

May 8 — St. Louis Auto Auction, Bridgeton, Mo.

May 12 — American Auto Auction, Walpole, Mass.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Arena Auto Auction, Chicago; Golden Gate Auto Auction, Fremont, Calif.; and Hatfield Auto Auction, Hatfield, Pa.

May 13 — Southwest Auto Auction, Phoenix, Ariz.; Butler Auto Auction, Gibsonia, Pa.; Minneapolis Auto Auction, Plymouth, Minn.; and Northway Exchange (special sale), Clifton Park, N.Y.

May 14 — Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Used Car Sales
Auction Averages

April, 1987	$5,832
Month ago	$5,829
Year ago	$5,093

Ford Motor Co.

May 6 — Atlanta Auto Auction, Red Oak, Ga.; Concord Auto Auction, Acton, Mass.; Southern California Auto Auction, Fontana, Calif.; and Salt Lake Auto Auction, Salt Lake City.

May 7 — Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

May 12 — Indianapolis Auto Auction, Indianapolis.

May 13 — Lakeland Auto Auction, Lakeland, Fla., and Golden Gate Auto Auction, Fremont, Calif.

May 14 — Denver Auto Auction, Englewood, Colo.; Aptco Auto Auction, Taylor, Mich.; and Skyline Auto Exchange, Fairfield, N.J.

May 19 — South Seattle Auto Auction, Kent, Wash.

May 20 — Columbus Fair Auto Auction, Obetz, Ohio, Clanton's Auto Auction, Darlington, S.C.; and Southern California Auto Auction, Fontana, Calif.

Model Breakdown
Auction Averages

	APR 1987	MAR 1987	FEB 1987
1987	$13,266	$13,443	$13,406
1986	$9,460	$9,609	$10,038
1985	$7,236	$7,305	$7,382
1984	$5,732	$5,825	$5,940
1983	$4,842	$4,860	$4,843
1982	$3,727	$3,755	$3,628
1981	$2,635	$2,543	$2,537
1980	$2,170	$2,155	$2,167
Overall Average	$5,832	$5,829	$5,711

General Motors

May 5 — Denver Auto Auction, Englewood, Colo.

May 6 — Hatfield Auto Auction, Hatfield, Pa.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction, Kansas City, Mo.; Golden Gate Auto Auction, Fremont, Calif.; and Northstar Auto Auction, Shakopee, Minn.

May 7 — Butler Auto Auction, Gibsonia, Pa.; Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston; Nashville Auto Auction, Nashville, Tenn.; and Florida Auto Auction of Orlando, Orlando, Fla.

May 12 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas; and South Seattle Auto Auction, Kent, Wash.

AUCTION DIRECTORY

INDIANA

Indianapolis Auto Auction, 317-298-9700. Sale every Thur., 11:00. GMAC, Bank One repos, major fleet lease, trucks & imports. GM-Ford-Chrysler Factory Sales monthly.

on your REALLY BIG SALE be sure and advertise in this section

PENNYSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Paul Cleveland or Mort Gallub.
215-822-1935
Sale Every Tuesday, 11 A.M.

TENNESSEE

Memphis Auto Auction, 2650 Mt. Moriah Rd, Memphis, Tenn. 38115. 901-794-7700. Sale every Tuesday at 1 PM. Mid-South's newest auto auction.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

TEXAS

DEALERS AUTO AUCTION
Dallas County, Texas 214-642-3900
Sale Every Tuesday, 11 A.M.
Full service auction. Fleet & Lease. 400 repossessions selling weekly. 4 Lanes. Ford Motor Credit, General Electric, Chrysler Credit, Citicorp Acceptance Corp., Nissan Credit, Toyota Credit, Valley Bank, Banks & Financing Companies, etc.
Contact: **Donny Gibson** or **Grady Gibson**
Member of NAAA & WAAA

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

INDIANA

THE GREATEST SPECTACLE IN SELLING!!

Value Rent-A-Car
Over 33 years of friendly service.

WEDNESDAY-MAY 13, 1987
IN INDIANAPOLIS, INDIANA

FREE .....SILVER DOLLAR ON EACH UNIT PURCHASED
FREE .....BREAKFAST FOR PRE-REGISTERED DEALERS
FREE .....CASH & PRIZE DRAWING

Value Rent-A-Car
Over 33 years of friendly service.

45 DAYS "350" TOTAL UNITS

FREE FINANCING! OR "SPECIAL" INSTANT-REBATE

1987-1986 & 1985's

87 TAURUS, 85 LTD's, 85 LTD WAGONS, 85 TEMPOS, 85 T-BIRDS
86 LINCOLN T.C., 86 CAPRICES, 86 CELEBRITYS, 86 EUROSPORTS, 86 CAVALIER-2DRS
86 CAVALIER 4-DR, 86 CAVALIER R.S., 86 CAMAROS, 86 IROC's, 86 MONTE CARLOS
86 GRAND PRIXS, 86 TRANS-AMS, 86 CAVALIER CONV., 86 6000 LE, 86 NISSAN SENTRAS
86 6000 WAGONS, 86 FIREBIRDS, 86 GRAND-AM-2DR, 86 GRAND-AM-4DR, +MORE

20 TRANSPORTS AVAILABLE IMMEDIATE DELIVERY

PLUS

OUR REGULAR CONSIGNMENT SALE OF OVER "3000" CARS & TRUCKS

For advance registration, hotel reservations and complete details, call:
Terry Goins — Rick Guyer or Dave Crist at 317-352-0121

AUTO DEALERS EXCHANGE
8800 BROOKVILLE ROAD
INDIANAPOLIS, INDIANA

★ AIRPORT PICK-UP AND DELIVERY BY LIMOUSINE ON THE HOUR!

FORD

FROM PAGE 1

But it was in those down days that Ford established the formula that led to its success, reflected in the profit column last year when it earned $3.3 billion — more than General Motors. And analysts are saying Ford's strong continuing performance this year could lead to even higher profits — in the $4 billion-$4.5 billion range.

Poling and others say Ford's success has been rooted in these key areas:

- Strong positions in several market segments.
- A company-wide cost-cutting program, begun in 1979, that saved $5 billion — the equivalent of Ford's pretax 1986 profit.
- Strong aerodynamic styling in the Taurus and Sable, which beat its GM-10 competitors to market by two years and become synonymous with Ford's success.
- A truck business that even exceeds cars in sales.
- And a global strategy and strong market presence.

Ford moved even further on those last two points in announcing its joint venture with Nissan to study the joint development and production of new vehicles, first among them a competitor to Chrysler's successful minivan.

The first phase calls for a feasibility study of the joint development and production of a multipurpose vehicle to be introduced in the early 1990s in the North American market, where neither Nissan nor Ford have entries.

At the same time, Ford and Nissan jointly revealed that their Australian affiliates are to study model sharing programs.

Nissan President Yutaka Kume said the depth and scope of the North American project is unprecedented — and part of Nissan's efforts to strengthen overseas production to cope with the adverse effects stemming from the yen's appreciation.

According to a Nissan spokesman, the Nissan-Ford feasibility team, consisting of 20 members, will start its study this month with completion targeted for next spring. Production is expected to begin in the early 1990s at an annual rate of 200,000 units, with the split between the two companies yet to be decided.

The spokesman said the new multi-purpose vehicle will be a bigger version of Nissan's Prairie — the Stanza wagon in the United States.

The new model will be above the 2-liter class, he said. Currently, the Prairie is available in Japan in 1.5, 1.8 and 2.0 liters.

Ford officials first stated their desire to build a so-called "high cube" style minivan several years ago.

Whether the new vehicle would be produced in an existing Ford plant, Nissan's Smyrna, Tenn., plant or in a newly constructed plant in the United States or Canada will be governed by the outcome of the feasibility study, a Nissan spokesman said.

"The world automobile industry has entered an extremely competitive era, in which demand growth is slowing as markets become saturated, and every maker is doing its utmost to pursue product development," Kume said in announcing the agreement.

"Ironically, this era has created more opportunities for cooperation, for we must support each other in projects that will be mutually beneficial and seek to optimize all corporate resources."

The Nissan president said the common concern of both companies was profitability and because of that, "We will conduct an especially careful study of parts and components procurement, areas that will represent the largest part of the product cost."

Analysts say Ford, which owns 24.0 percent of Mazda Motor Corp., sought the linkup with Nissan because of its extensive model range and use of high technology in production.

Ford reportedly is negotiating with a third Japanese automaker to develop and produce another vehicle. It has been reported that Ford is eyeing Fuji Heavy Industries Ltd. and its fulltime four-wheel drive. Nissan owns 6.0 percent of Fuji.

Products of the minivan and four-wheel-drive class could provide Ford even more might in its battle for U.S. market share gains. Already, Ford has seen its share for U.S. passenger cars climb from 17.3 percent in 1980, to 18.2 percent in 1986, and 20.0 percent in the first quarter of 1987. Ford's U.S. truck share grew from 28.1 percent in 1986 to 29.4 percent in the first quarter of 1987.

In Europe, Ford has made gains from a 11.1 market share in 1980 to an 11.8 share in 1986 — an important unit surge of some 250,000.

In the process, Ford has established itself, in the words of industry analyst Arvid Jouppi, "as the premier world automobile company in more places making more money than anybody else."

But how long can it last? Will Ford's bubble burst?

"I think the products will continue to sell very well," said Poling. "I look for our share to continue to be strong. So far in April our share has improved over the first-quarter levels, both cars and trucks, so I'm very optimistic for the rest of the year in terms of share."

Trucks, important to the company's profitability due to their markups, are Ford's best-selling product, with the F-series truck No. 1 among all vehicles sold in the United States. Ranger, Aerostar minivans, Bronco and Econoline vans also are industry leaders.

Despite threats from BMW, Mercedes and Jaguar, Ford's Lincoln is a growth leader in the luxury car market — the Town Car's sales have increased more than 300 percent over five years.

Ford began streamlining its operations in 1979 calling for a 25 percent reduction of employees at all levels. Since then it has closed 15 plants in the United States and reduced its workforce 24.5 percent from 244,300 in 1979 to 184,500 in 1986.

And the company plans to continue reducing costs.

"Last year, before taxes, our profits were somewhat over $5 billion," Poling said. "Between 1980 and 1986 we reduced costs by about $5 billion. So there you see the reflection of the improvement of costs in terms of our profitability. And there will have to be continuous improvement in our cost structure, no question about it."

Earlier this year, for example, Ford told suppliers it wanted a 25 percent reduction in prices over the next five years.

Another success factor is the company's lean manufacturing capacity. David Cole, director of studies for automotive transportation at the University of Michigan, said: "The reason the company has done so well is that it hasn't built a plant in 30 years; instead, it has been unburdening itself."

Ford's strategy is to have as little excess capacity as possible even if it means risking sales.

"We reduced our capacity in the early 1980s and established a philosophy of operating closer to capacity over time," Poling said. "That philosophy says that we will miss some of the peaks, but we won't have as many valleys, and that over time we will operate closer to capacity. By doing so, we will be more efficient and more profitable."

Cole believes Ford must continue to invest for the long term in the types of cars that have been successful for it. He said the company has built the foundation for success but can't allow it to erode with a rich labor settlement or become lazy and complacent.

But another analyst, Maryann Keller of Furman, Selz, Mager, Dietz & Birney, is more blunt — saying, "Ford's momentum is the result of GM's flops."

Ted Sullivan, researcher with Wharton Econometrics, said: "The products Ford has are better designed for the marketplace. The Taurus/Sable — even though sluggish — are well-positioned. The Town Car is doing well and the Escort is holding up better than we thought it would."

In the near term, Ford may have to offer consumers aggressive incentives to keep inventories lean. Poling hinted there will be "some kind of marketing program" aimed at keeping the marketplace competitive.

As for when Ford's next Taurus-Sable type success might come, Poling said, "I'd like to think we've got it coming this fall. It will be called Continental."

In addition, the company plans new skin for the Ford Tempo and Mercury Topaz and a facelift for the Ford Crown Victoria and Mercury Grand Marquis. The 1988 Mercury Tracer, which is built in Mexico, went on sale in March, and the Ford Festiva, a subcompact built in South Korea, goes on sale this month.

The one storm cloud on the horizon could involve this year's contract talks with the UAW — especially if Ford is chosen as the union's strike target.

Said Poling: "Everything you read in the paper would indicate we're one of the candidates."

But, more to the point, analyst Sullivan points out that with a current 70-day car supply, Ford's stocks are hardly lean, but are lower than GM's.

Said Sullivan: "This could make it a tempting target for the UAW."

Automotive News staff reporters Joseph Bohn and Michelle Krebs contributed to this report.

FORD'S JOINT VENTURES
Producing Cars for North American Market

Company	Ford Stake	Partners	Product	Market
		Argentina-Brazil		
Autolatina	49%	VW	VW, Ford prods.	N. America (tentative)
		Mexico		
Mazda Motor Corp., Japan	25%*	Mazda	Tracer	U.S.
		South Korea		
Kia Motors Corp.	10%	Kia, Mazda	Festiva	U.S.; Canada likely
		Taiwan		
Ford Lio Ho Motor Co.	70%	Lio Ho	(Mazda) Tracer	Canada
		U.S.		
Mazda Motor Co., Japan	25%*	Mazda	Mustang	N. America

*—Ford's stake in Mazda is 25%; it does not have a direct shareholding in the Mazda plant in Flat Rock, Mich. It owns 100% of the plant in Hermosillo, Mexico.

Ford bonanza hikes U.S. profits

Company earns $1.5 billion to push combined net over '86

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. earned a record $1.5 billion in the first quarter of 1987, more than double its profit of $728 million for the year-ago period. Ford's performance enabled the four U.S.-based auto companies to increase their combined earnings 19 percent over the same period in 1986.

The industry's profits totaled $2.71 billion for the quarter, compared with $2.27 billion last year.

Ford was the only one of the Big Three to earn more in 1987 than in 1986. Chrysler Corp., which reported its results last week, showed a profit of $270 million, down from $357 million in the 1986 quarter.

General Motors and American Motors announced their first-quarter figures a week earlier (Automotive News, April 27). GM's earnings dipped to $923 million from $1.2 billion last year, and AMC showed a profit of $23.4 million after a loss of $18.9 million in the 1986 period.

Sales of the four auto companies totaled $50.4 billion in the first quarter, up 4 percent over last year.

Ford enjoyed the biggest quarter in its history. The $1.5 billion profit was realized on sales of $18.1 billion, both up substantially from a profit of $728 million and sales of $14.8 billion last year. Ford's previous quarterly profit record was $1.1 billion, set in the second quarter of 1986.

The company earned $5.73 per share of common stock in the first quarter, more than double last year's $2.70. Its profit margin (net income as a percent of sales) rose to 8.2 percent from 4.9 percent.

Factory sales of vehicles totaled 1,635,000, up 10 percent from last year.

Ford's after-tax profit in the United States was $1.2 billion for the first quarter, nearly double the 1986 figure. Outside the United States, the company earned $330 million, which was 150 percent more than last year's $132 million.

Ford's car and truck market shares in the United States, Canada and Europe were up over the first quarter of 1986. Ford's U.S. car share in the first quarter was 20 percent, an increase of 2 percentage points from the year-ago quarter, because of Ford Taurus and Mercury Sable, Ford said. Ford's U.S. truck share was 29.4 percent, up 1.7 points from the first quarter of 1986.

Ford Motor Credit Co. also had its best quarter in history. Its first-quarter profit of $196 million was 44 percent higher than in 1986. First Nationwide Financial earned $26 million, up 18 percent from $22 million a year ago.

UAW Vice President Stephen P. Yokich, who directs the union's Ford department, said Ford's "record-shattering first-quarter earnings are gratifying but also troubling to the union."

Yokich said the union hopes Ford management is mindful of the sacrifices UAW members have made at Ford. He said the sacrifices, including massive permanent layoffs of the hourly workforce since 1979, "are clearly the source of a large share of Ford's profits today."

He said Ford should expect to share its success with workers in upcoming contract negotiations. The UAW's national contracts with Ford and General Motors expire Sept. 14.

"Ford is obviously in a strong position — strong enough to commit to secure jobs in this country for more UAW members, and that is the commitment we will be seeking," Yokich said.

Chrysler Corp.'s earnings slipped 24 percent, to $270 million from $357 million in the first quarter of 1986. Sales totaled $6.0 billion, up 3 percent over last year's $5.8 billion. Worldwide factory sales of vehicles were 570,002, up 1 percent from 566,771 in the year-earlier quarter.

On a per-share basis, Chrysler made $1.24 this year vs. $1.57 last year.

Chrysler increased its market share in almost every category. Its share of the overall car and truck market in the United States (including imports) was 11.9 percent for the quarter, compared with 11.2 percent in the first quarter a year ago. Chrysler's market share for cars was 11.1 percent, up from 11.0 percent; its truck market share jumped to 13.3 percent for the quarter from 11.7 percent for the year-ago period.

Chrysler Chairman Lee Iacocca said the lower earnings reflected the cost of incentives, which was $100 million higher this year than in last year's first quarter, and the production loss of Chrysler's high-profit-margin and high-volume vehicles while plants were being retooled.

"We're right in the middle of launching 12 new products in an 18-month span," Iacocca said at a press conference to announce earnings. "It's expensive. It becomes even more expensive when you have three of your biggest plants involved in changeover."

Iacocca said Chrysler spent nearly $600 million during the quarter for plant modernization and new products. Chrysler's St. Louis I plant was still on its acceleration curve for the new Chrysler LeBaron Coupe and Dodge Daytona. Production of the Chrysler Fifth Avenue, Dodge Diplomat and Plymouth Gran Fury was moved from the St. Louis II plant to American Motors' Kenosha, Wis., plant during the quarter; and St. Louis II began producing the stretch minivans.

The Belvidere, Ill., plant stopped building the Dodge Omni and Plymouth Horizon to prepare for production of the Dodge Dynasty and Chrysler New Yorker Brougham.

Meanwhile, Chrysler Financial Corp. reported record first-quarter earnings of $62 million, up 59 percent from the previous record of $39 million in the first quarter of 1986.

AUTOMAKERS' SALES, PROFITS
(In millions of dollars)
FIRST QUARTER

	1987 Sales	1987 Profit (Loss)	1986 Sales	1986 Profit (Loss)
American Motors	$1,101.6	$23.4	$918.2	($18.9)
Chrysler Corp.	6,029.3	269.7	5,777.8	356.9
Ford Motor Co.	18,142.6	1,491.6	14,785.1	728.3
General Motors	26,096.9	922.5	26,820.1	1,196.9
TOTAL	50,370.4	2,707.2	48,301.2	2,265.2

PRODUCTION

Car output is 164,471

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Recovering from Easter holiday downtime, last week's targeted auto production of 164,471 was 18.41 percent more than the previous week's 138,895 and slightly higher (0.10 percent) than the year-ago week's 164,310.

So far this year, 2,669,975 cars have been assembled, 8.98 percent below the 2,933,249 completed last year at this point.

Last week's estimated production was shared as follows: General Motors, 54.04 percent; Ford Motor Co., 24.62 percent; Chrysler Motors, 13.32 percent; Honda of America Manufacturing Inc., 3.75 percent; New United Motor Manufacturing Inc., 1.95 percent; Nissan Motor Manufacturing Co. U.S.A., 1.86 percent; and American Motors, 0.46 percent.

Volkswagen of America's plant in Westmoreland, Pa., was idle last week for inventory adjustment. The plant is expected to resume operations today (May 4).

As previously reported, GM's Leeds, Mo., plant will be down until May 11 for inventory adjustment, affecting 2,000 workers.

GM's Lakewood, Ga., assembly plant is idle for model changeover. The plant is expected to resume production May 18.

Chrysler's Belvidere, Ill., plant is down for model changeover and is expected to return in early July.

Saturday (May 2) overtime was slated for Ford's Lorain, Ohio, plant.

All Ford car plants are scheduled for daily overtime this week (May 4).

Chrysler scheduled Saturday overtime at its St. Louis (No. 1) and Sterling Heights, Mich., plants.

Those plants and the Newark, Del., plant are scheduled for daily overtime this week.

Truck production on a roll

Domestic truckmakers scheduled production of 79,975 units last week, 21.03 percent more than the previous week's 66,080 and 8.60 percent more than the year-ago week's 73,645. The week of April 20 included a one-day extension of the Easter holiday.

Year-to-date, 1,279,452 trucks have been built, 2.18 percent more than the 1,252,164 assembled last year at this time.

General Motors slated Saturday (May 2) overtime at five plants: Baltimore; Detroit; Lordstown, Ohio; Flint, Mich.; and Pontiac, Mich. (medium-duty line).

No Saturday overtime was scheduled at Ford Motor Co. truck plants.

Canadian trucks aim high

Last week, Canadian truckmakers scheduled their highest week's production so far this year.

Targeted output of 19,199 trucks was 4.82 percent more than the previous week's 18,317, and 0.91 percent more than the year-ago week's 19,025.

Year-to-date, 277,268 units have been assembled, 16.37 percent below the 331,541 built last year at this point.

Last week's estimated auto production of 17,876 was 1.96 percent more than the prior week's 17,532 but 27.06 percent below the year-ago week's 24,507.

So far this year 286,695 cars have been assembled, 28.56 percent less than the 401,324 completed last year at this time.

As reported earlier, General Motors' Ste. Therese, Quebec, plant remains idle for model changeover. The plant is expected to resume production May 18.

CANADIAN CAR	Week Ended May 2, 1987	Week Ended May 3, 1986	Week Ended April 25, 1987	April Est.	Jan. 1 to May 3, 1986	Jan. 1 to May 2, 1987
AMERICAN MOTORS	100	110	88	447	2,128	2,299
FORD MOTOR	11,645	11,230	11,527	48,399	196,055	182,191
GENERAL MOTORS	5,606	12,942	5,439	15,698	199,345	97,705
HONDA	300	0	253	1,002	0	945
VOLVO	225	225	225	945	3,796	3,555
Total Cars, Canada	17,876	24,507	17,532	66,491	401,324	286,695
U.S. TRUCK☆						
CHEVROLET	24,085	24,438	18,666	94,658	433,386	382,575
DODGE	4,700	1,912	3,889	21,361	6,928	82,860
FORD	31,485	29,904	25,693	127,151	513,296	518,240
GMC	8,872	6,706	8,011	34,721	129,751	127,826
NAVISTAR	1,679	1,306	1,662	6,963	26,263	25,739
JEEP	4,500	3,469	3,595	17,792	68,727	74,599
NISSAN	1,904	3,560	1,814	7,538	33,941	28,413
AM GENERAL	450	50	450	1,740	872	2,400
MISCELLANEOUS	2,300	2,300	2,300	10,120	39,000	36,800
Total Trucks, U.S.	79,975	73,645	66,080	322,043	1,252,164	1,279,452
CANADIAN TRUCK						
AMERICAN MOTORS	750	841	759	3,090	6,623	10,733
CHRYSLER	8,494	8,588	8,345	34,808	153,453	142,234
FORD	3,648	3,572	3,503	14,291	61,841	53,518
GENERAL MOTORS	6,102	5,815	5,507	22,440	106,115	67,566
NAVISTAR	205	209	203	853	3,509	3,217
Total Trucks, Canada	19,199	19,025	18,317	75,482	331,541	277,268
N. American Trucks	99,174	92,670	84,397	397,525	1,583,705	1,556,720

—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended May 2, 1987	Week Ended May 3, 1986	Week Ended April 25, 1987	April Est.	Jan. 1 to May 3, 1986	Jan. 1 to May 2, 1987
AMERICAN MOTORS	750	0	608	3,057	16,543	11,385
Renault Total	750	0	608	3,057	16,543	11,385
Alliance	750	0	608	3,057	14,445	11,385
Encore	0	0	0	0	2,098	0
CHRYSLER MOTORS	21,900	24,047	19,178	93,065	499,303	401,664
Plymouth Total	5,300	8,196	4,628	22,972	141,826	133,760
Horizon	0	3,197	0	0	53,999	32,997
Sundance	1,900	0	1,926	9,113	0	37,663
Reliant	2,300	3,686	1,808	9,219	62,031	42,685
Caravelle	900	935	776	4,071	20,320	19,638
Gran Fury	200	380	118	569	5,476	777
Chrysler Total	9,200	6,575	8,231	38,441	173,009	121,026
Laser	0	808	0	0	19,217	0
LeBaron K	1,700	2,196	1,305	7,093	42,719	30,410
LeBaron J	3,300	0	3,294	13,589	0	34,782
LeBaron GTS	900	0	890	4,016	26,930	14,606
New Yorker/E-Class	1,800	1,436	1,563	7,940	34,737	30,731
Fifth Avenue	1,500	2,131	1,179	5,822	49,406	10,497
Dodge Total	7,400	9,274	6,319	31,652	184,468	146,878
Daytona	1,500	1,191	1,260	6,298	18,587	17,115
Omni	0	3,092	0	0	54,451	28,363
Shadow	2,100	0	2,114	9,880	0	35,604
Aries	2,300	2,396	1,648	8,668	44,937	37,971
Dodge 600	900	1,761	748	4,017	30,394	17,454
Lancer	400	0	386	1,983	24,637	9,236
Diplomat	200	834	163	815	11,462	1,135
FORD MOTOR	40,485	39,278	32,720	169,013	641,687	685,177
Ford Division	28,524	27,045	23,460	121,220	438,080	476,682
Escort	7,200	8,476	5,667	31,301	142,554	124,266
Mustang	4,596	4,004	4,309	19,306	70,177	75,303
Tempo	3,979	4,110	3,246	16,458	72,221	66,798
Taurus	8,030	6,754	7,122	37,152	92,153	156,757
Thunderbird	4,819	3,701	3,116	17,003	60,975	53,558
L-M Division	11,861	12,233	9,260	47,793	203,607	208,495
Mercury Total	7,761	8,569	5,995	31,408	138,320	145,776
Lynx	641	1,193	523	2,978	22,897	18,148
Capri	0	306	0	0	6,155	0
Topaz	1,447	1,320	1,162	5,511	22,793	20,586
Cougar	3,199	2,444	2,109	11,457	42,066	57,890
Sable	2,474	3,306	2,201	11,462	44,389	49,152
Lincoln Total	4,100	3,664	3,265	16,385	65,287	62,719
Continental	411	410	327	1,643	7,410	6,280
Lincoln	3,075	2,746	2,450	12,292	46,973	47,038
Mark VII	614	508	488	2,450	8,904	9,401
GENERAL MOTORS	88,906	91,522	71,989	332,971	1,597,759	1,322,203
Buick Total	14,976	17,585	11,650	50,360	263,120	212,836
Skyhawk	0	1,894	587	2,322	31,076	13,713
Century	5,146	6,022	4,062	15,549	88,391	67,291
Regal	1,121	1,545	886	3,274	17,645	15,174
Somerset/Skylark	1,787	2,557	1,513	6,183	35,552	27,553
LeSabre (fwd)	3,785	3,168	2,092	13,620	37,967	40,952
LeSabre/Electra(rwd)	269	300	244	1,103	4,834	4,623
Electra(fwd)	2,583	1,441	2,066	7,565	39,788	37,158
Riviera	285	658	200	744	7,867	6,372
Cadillac Total	6,586	8,108	4,934	23,195	111,266	110,059
Cimarron	280	623	58	433	9,394	5,953
Allante	125	0	81	412	0	1,017
Brougham (rwd)	1,200	2,178	890	4,477	30,011	27,817
DeVille (fwd)	4,000	4,064	3,212	15,301	57,566	60,974
Eldorado	518	609	365	1,341	7,868	5,812
Seville	463	634	328	1,230	6,427	8,486
Chevrolet Total	34,731	27,677	27,328	134,379	518,489	496,788
Chevette	0	2,214	0	0	43,094	0
Camaro	3,100	4,947	2,667	12,867	77,579	36,791
Cavalier	8,500	8,718	6,957	34,496	152,031	127,036
Celebrity	7,791	5,470	6,073	27,247	107,300	127,708
Corsica/Beretta	7750	0	5307	28,749	0	91,474
Monte Carlo	1,650	2,164	1,400	6,690	41,919	24,979
Chevrolet	5,300	3,523	4,413	21,785	87,086	78,528
Corvette	640	641	511	2,565	9,480	10,272
Oldsmobile Total	16,062	20,661	13,749	59,499	407,832	248,218
Firenza	0	415	535	1,844	18,755	3,411
Calais	3,013	2,195	2,255	9,979	48,557	39,382
Cutlass Ciera	3,701	4,904	2,943	12,325	48,757	61,972
Cutlass Supreme	3,124	2,463	2,689	10,591	67,593	24,648
88 (fwd)	3,987	8,218	3,609	16,078	115,556	74,231
88 (rwd)	475	388	362	1,796	8,010	6,566
Olds 98	1,200	1,597	983	5,530	44,934	28,619
Toronado	562	481	373	1,355	5,671	5,791
Pontiac Total	16,551	17,491	14,328	65,538	297,052	254,302
Acadian**	0	623	0	0	5,508	0
Fiero	1,200	1,068	926	2,739	28,312	12,975
1000	0	1,128	0	0	9,751	0
Firebird	1,805	2,649	1,661	8,155	41,500	28,123
2000 Sunbird	2,439	3,000	1,799	9,772	50,447	40,967
Grand Am	5,200	4,777	5,027	23,223	77,780	87,040
6000	2,510	2,775	2,067	7,664	53,872	30,018
Bonneville	3150	0	2587	12,566	0	50,607
Safari/Parisienne	247	1,471	261	1,420	29,882	4,572
HONDA	6,170	3,827	6,605	27,712	64,052	111,863
Civic	1501	0	1603	6,714	0	35,413
Accord	4,669	3,827	5,002	20,998	64,052	76,450
NISSAN	3,060	0	2,965	12,435	21,517	47,639
NUMMI	3,200	3,600	3,250	15,143	61,778	64,117
Corolla	600	0	649	3,022	0	13,059
Nova	2,600	3,600	2,601	12,122	61,778	51,058
VOLKSWAGEN	0	2,036	1,580	6,346	30,610	25,927
Golf/GTI	0	2,036	1,330	5,446	30,610	21,477
Jetta	0	0	250	900	0	4,450
Total Cars, U.S.	164,471	164,310	138,895	659,792	2,933,249	2,669,975
Total Cars, Canada	17,876	24,507	17,532	66,491	401,324	286,695
N. American Cars	182,347	188,817	156,427	726,283	3,334,573	2,956,670
N. American Trucks	99,174	92,670	84,397	397,525	1,583,705	1,556,720
North American Cars and Trucks	281,521	281,487	240,824	1,123,808	4,918,278	4,513,390

**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

PRICES

FROM PAGE 1

they wanted a vehicle that was attractive, contemporary and competitively priced," he said.

Pontiac said dealers have ordered 52,000 LeMans models. Pontiac hopes to sell at least 85,000 during the 1988 model year. The first shipment is enroute.

The entry level LeMans coupe, priced at $5,995, fits into the slot left vacant when production of the U.S.-built Pontiac 1000 ended last December. The 1000 had a base price of $5,959.

Pontiac has said all along that the LeMans would not be priced as low as the Hyundai Excel because the LeMans is a more upscale car.

Two-door sedans or hatchbacks priced lower than the LeMans include the Hyundai Excel, $5,195; Mitsubishi Precis, $5,195; Subaru Justy, $5,495; Volkswagen Fox, $5,690; Ford Festiva, $5,765; Toyota Tercel, $5,848; Honda Civic, $5,849; and Dodge Colt, $5,949. The Chevrolet Sprint carries the same $5,995 base price as the LeMans.

Priced slightly higher than the LeMans are the Mazda 323, $6,099; Nissan Sentra, $6,299; and Ford Escort, $6,586.

The LeMans Aerocoupe is an uplevel version of the base model with a few more standard features including an AM/FM radio and a five-speed manual transmission.

Priced at $7,325, the LeMans Aerocoupe is among the lowest-priced of the models that Pontiac considers to be in its class. Priced lower than the LeMans Aerocoupe are the Ford Festiva LX, $6,868; Ford Escort GL, $6,949; and Renault Alliance L, $6,925. Priced higher are the Honda Civic DX, $7,599; Mazda 323 DX, $7,799; and Mercury Tracer, $7,926.

The LeMans four-door sedan has the same equipment as the Aerocoupe and is priced in the middle of its competitors' range with a base sticker of $7,925. Priced lower are the Omni America and Horizon America, with a base price of $5,799; Volkswagen Fox, $6,490; Hyundai Excel GL, $6,545; Ford Escort GL, $7,163; and Dodge Colt DL, $7,591. Higher price tags are on the Nissan Sentra E, $8,249; Mazda 323 DX, $8,299; and Honda Civic, $8,580.

The top-of-the-line LeMans SE sedan has a base price of $8,399. Its additional standard equipment includes tilt steering wheel, a European-style seat with a height adjuster and split folding rear seats.

Priced below the LeMans SE are the Hyundai Excel GLS, $7,245; Toyota Tercel Deluxe, $8,138; and Mercury Tracer GS, $8,364. Priced above the LeMans SE are the Volkswagen Golf, $8,400; Dodge Colt Premier, $8,522; Honda Civic, $8,580; Mazda 323 LX, $8,899; and Nissan Sentra XE, $9,049.

Meanwhile, Chrysler will launch a print ad campaign this week that compares prices of its small cars to prices of Japanese cars.

At his quarterly press conference last week, Chairman Lee Iacocca unveiled a chart comparing prices of six "typically equipped" Chrysler vehicles with Japanese competitors in the same segment. Japanese car prices have risen about 20 percent as the yen has appreciated.

The chart, for instance, listed the "typically equipped" Plymouth Horizon/Dodge Omni subcompacts as selling for $7,917, compared to $10,821 for a typically equipped Honda Civic sedan, and the sporty Dodge Daytona at $11,038 compared to $14,348 for a Toyota Celica GT.

Advertising Age Detroit Bureau Chief Raymond Serafin contributed to this report.